

The ownership and employees of KCWY (TV), Casper Wyoming's NBC affiliate, believe that serving our community should be the primary focus of the station's operating philosophy. The station produces 39 half hour weekly newscasts, as well as numerous local news segments within network shows, for a total of 20 hours of local news every week. Interruptions of programming to report weather warnings and Amber Alerts are very common. Two special five minute segments produced and aired within each of the station's weekday morning newscasts feature interviews with political leaders, law enforcement officials and safety personnel as well as experts in health care, the arts, and even pet care. In addition, important news and weather information is published on the station's web site, www.kcwyl3.com, and updated at least daily.

As a major network affiliate that has been in operation for a little over one year, KCWY has taken the initiative to be very involved in the 2004 election campaign for Wyoming's sole seat in the U.S. House of Representatives. Prior to the Primary Election each of the eight candidates received five minutes of airtime at no charge to make a presentation to our viewers. Prior to the general election, KCWY sponsored and aired a one hour candidates' forum featuring the three candidates for Congress. The public was able to participate by submitting questions to the candidates through the station's web site and by attending the live forum. This was the only forum/debate for this elected office televised in the State of Wyoming. Each candidate has also received ten minutes of free airtime during another special thirty minute program scheduled to air two evenings prior to the general election.

The employees of KCWY are also personally involved in many civic programs, and organizations, including Shriners Hospitals for Children, the Safe Kids Coalition, Rotary, the Casper Area Chamber of Commerce, the Casper Community Meth Watch Committee, Boy Scouts of America, the College National Finals Rodeo Committee, the Casper Area Economic Development Council, the Wyoming Retail Merchants Association, Stage III Theater, the Wyoming Symphony Orchestra and various church organizations, to name a few.

During the last twelve months the station has sponsored and participated in fund raisers for the local chapters of the March of Dimes, Make-A-Wish Foundation, Habitat for Humanity, the local Art Museum, The National Five Trails Museum, the Rotary Crossroads Children's Playground, the Relay for Life and the Wyoming Special Olympics.

At KCWY-TV localism isn't just important. It is the most important component of our operation.

William F. Sullivan
General Manager